

# DRAFT

## ICOFOM Annual Meeting Calgary

30 June to 2 July, 2005

29 June: Registration  
Board Meeting

30 June  
Registration  
Keynote address: I hope to be able to get Duncan Cameron  
Working session  
Tour of University of Calgary Museums

1 July (a national holiday in Canada)  
Keynote: Robert Janes  
Working sessions  
Tour of local museums

2 July  
working sessions  
committee reports  
annual meeting  
tour of mountain museums  
final banquet

**Optional after conference tour** to the Queen Charlotte Islands

3 July travel day  
tour. on a boat, July 4 to 6

**Price:** Registration and after-conference tour costs still to be determined.

**Transportation:** Calgary has excellent airline connections to most parts of the world.

**Weather:** Weather at this time of year should be very good, warm and sunny during the day (20 to 24 Celsius) and cooler at night. Bring layers for the evening and comfortable clothes for the trip to the mountains, where we will go on a short hike. Dress in Calgary is casual. Remember that Calgary is 1000 meters above sea level.

**Accommodation:** in University of Calgary Student accommodation, on campus.

1 bedroom, 2 twin beds, bathroom at end of hall .....\$22.00 per person

1 bedroom, apartment style.....\$33.00 per person

hotel suite, queen bed.....\$ 89 to \$109 per room

PLEASE NOTE ALL PRICES ARE IN CANADIAN DOLLARS, which, today 22 October, 2004 is worth about \$.80 US

### **Conference Theme: Museology and Audience**

The theme asks how museum visitors make sense of their museum experiences. We will examine theoretically free-choice or informal learning and behaviour. The conference will not focus on visitor studies, demographics and statistics. Rather, departing from Falk and Dierking writing in Learning from Museums, we will ask do visitors to museums learn and if so what do they learn and how do they learn? How do visitors make meaning in museums? The theme works with and departs from people, visitors and non-visitors, rather than museum.

The theme may be parsed into three:

- 1) Broad theory of making meaning in the context of community and society
- 2) Parsing audiences
  - a. Learning contexts such as personal, sociocultural and physical
  - b. Audience groups such as tourists, learning challenged, economically challenged, aboriginal, families, etc.
- 3) Non-visitors

Ann Davis  
22 October, 2004